

# U.S. Parent Database

Total Universe: 41,781,901

Base Rate: \$45.00/M



visit us online at [amerilist.com](http://amerilist.com)

## Description Summary

Did you know, parents are the gateway to sales? Parents are not only buying for themselves; they are also buying for the baby, the teenager, the pets and for the entire soccer team. Now, here's the real kicker... Parents are not just buying diapers and baby wipes, they're purchasing electronics, cars and beauty products. They are also on the market for a fun-filled summer camp, a reputable pediatrician and an accredited private school.

The AmeriList U.S. Parent Database contains highly responsive consumer data for multi-channel marketing campaigns. This file consists of U.S. households with one or more children who are looking for products and services that will enhance family life.

## How our Data is Compiled

Our U.S. Parent Database is compiled using multiple sources including: Lifestyle Questionnaires, Internet/On-Line Surveys, Off-line Surveys, Opt-in Email, Newsletters, Direct Response, Publications, Compiled Lists and Controlled Circulations. This responsive consumer list is enhanced with demographic and lifestyle data from the AmeriList national consumer database.

## Consider the Facts

- 85% of household purchases are made by women
- 28.5% of parents have incomes between \$40,000 and \$60,000
- 46.5% of parents have a household income over \$60,000
- 71.5% of parents own their home or condo

## Recommended Usage

Our U.S. Parent Database is the ideal solution for summer camps, pediatricians, enrichment programs, private schools, kid-friendly restaurants, childcare facilities, toy companies, electronic companies, car dealers and party planners.

## Market Type

U.S. Consumer

## List Channels

Postal, Email, Telemarketing

## Source

Direct Response, Surveys, Mail Order

## Output Options

Electronic, Printed

## Update Cycle

Monthly

## Minimum Order

Quantity: 5,000

Price: \$225.00

## Net Name

Floor: 85%

Minimum Quantity: 50,000

Run Charges: \$3.00 / M

## Exchanges

Please Inquire

## Reuse

Please Inquire

## Cancellation Charges

Please Inquire

## Commission

A standard 20% broker/agency commission is extended to all trade partners

## Popular Selections (for additional selections please inquire)

Child's Age	\$5/M	Length of Residence	\$5/M	Religion	\$10/M	Interests	\$10/M
HH Income	\$5/M	Home Value	\$5/M	Credit Card Type	\$10/M	Occupation	\$5/M
Marital Status	\$5/M	Ethnicity	\$5/M	Net Worth Ranking	\$5/M	Telephone	\$10/M
Home Owner	\$10/M	Gender	\$5/M	Pet Owners	\$5/M	Education	\$5/M

For additional information or list counts, contact your representative or list manager at 1.800.457.2899

Sales Leads • Mailing Lists • Email Marketing • Telemarketing Lists • List Management • List Brokerage • Data Processing

40 Ramland Rd South Ste 203B Orangeburg, NY 10962 • 845.362.6737 • [info@amerilist.com](mailto:info@amerilist.com)